

THE STUDENT MOVEMENT AND YOU

The struggle of the Negro in Atlanta for FULL RIGHTS has begun !

The last two handbills distributed by the students have explained that we ALL have a part to play and that each one of us, working TOGETHER, can bring about those changes we desire.

All available estimates definitely indicate that sales in RICH'S and A & P have fallen during the past weeks. At the two A & P stores which depend most heavily on Negro customers for their trade, the number of white cashiers and butchers has been cut down because they are no longer necessary. Only a few Negroes continue to trade in these stores. When these few stop going into these stores, A & P will have to change its policies or close them down to make room for the other stores which will give justice and respect to the Negro customer and his dollar.

Those people who still shop in RICH'S or in any A & P store are working against all Negroes who want equality, dignity, and full opportunity. The WEAK and SELFISH are not helping in this struggle. They must be shown that by going into RICH'S, even at Lenox Square or Belvedere, or by phoning in orders, or by shopping in any A & P store, no matter where it is located or whether or not there is a picket line, they are hurting the cause of the Negro. Let your friends and neighbors know that you believe that EVERY DOLLAR SPENT IN RICH'S OR A & P IS A DOLLAR SPENT FOR THE SUPPORT OF SEGREGATION.

MONEY IS POWER

The results of a survey mentioned recently in the "Atlanta Journal" show that NEGRO BUYING POWER CAN MAKE THE DIFFERENCE BETWEEN PROFIT AND LOSS FOR WHITE BUSINESS. This is the real meaning of the power of a Negro boycott. This is why we ask you to cooperate 100% to make our boycott succeed.

RICH'S and A & P have been singled out for our boycott because they are the leaders in this city. What they choose to do, other stores will do. We must make it unprofitable for them to retain segregation

THE STUDENT MOVEMENT AND YOU (CONT'D)

Julia Bond

in employment and in services.

THE AIM OF OUR BOYCOTT IS NOT TO PUT RICH'S OR A & P OUT OF BUSINESS.

WE ONLY WANT TO PUT JUSTICE IN BUSINESS.

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There will be a panel discussion: "The Student Movement and You",
at Mount Sinai Baptist Church, 422 Merritts Avenue, N.E.; 8:00 p.m.,
Monday, July 11th.

Also during this week, there will be a mass meeting at Radcliffe
Memorial Presbyterian Church, at Hightower and Collier Roads, N.W.; 8:00
p.m., Wednesday, July 13th.

We cannot print enough handbills to reach the entire Negro community.
So, when you have read your handbill, please pass it on to a neighbor or
friend.

ALL CLUBS AND INDIVIDUALS WHO WISH TO HELP BY PICKETING, TYPING
OR MAKING TELEPHONE CALLS ARE URGED TO CONTACT US AT: Room 216
236 Auburn Ave., N.E.
Atlanta, Georgia
M U 8 - 6064

Working together, we will win the struggle for Human Dignity.

Issued by: COMMITTEE ON APPEAL FOR HUMAN RIGHTS

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